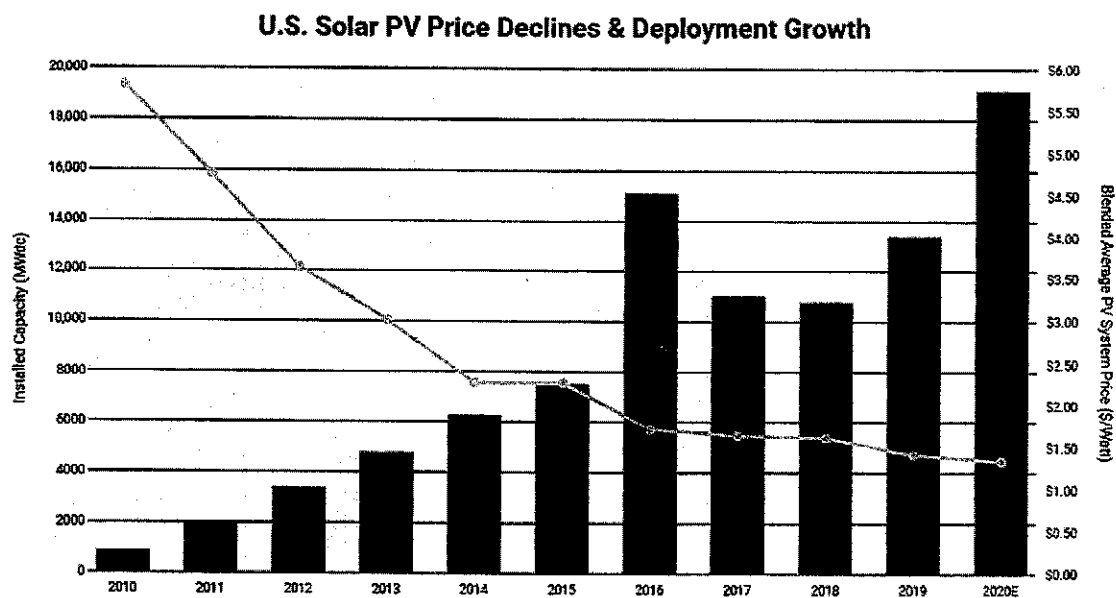


**DIRECT TESTIMONY OF STEVEN J. LEVITAS
ON BEHALF OF
THE SOUTH CAROLINA SOLAR BUSINESS ALLIANCE
EXHIBIT SJL-3**

Growth in Solar is Led by Falling Prices

The cost to install solar has dropped by more than 70% over the last decade, leading the industry to expand into new markets and deploy thousands of systems nationwide. Prices as of Q3 2020 are at their lowest levels in history across all market segments. An average-sized residential system has dropped from a pre-incentive price of \$40,000 in 2010 to roughly \$20,000 today, while recent utility-scale prices range from \$16/MWh - \$35/MWh, competitive with all other forms of generation.



Source: SEIA/Wood Mackenzie Power & Renewables U.S. Solar Market Insights 2020 Q4

Wood
Mackenzie
POWER & RENEWABLES

SEIA
Solar Energy
Industry
Association